

Fact Sheet

Security and Prosperity Partnership of North America Intellectual Property Action Strategy

The objective of the Security and Prosperity Partnership Intellectual Property (IP) Action Strategy is to develop a coordinated strategy aimed at combating counterfeiting and piracy by focusing on enhancing detection and deterrence, expanding public awareness and outreach efforts, and measuring the scope and magnitude of counterfeiting and piracy in North America.

In addition to a governmental trilateral component, the Action Strategy also identifies important areas of cooperation between the public and private sector, highlighting specific actions the industry will take to assist in combating counterfeiting and piracy. Such industry actions include, but are not limited to assisting in providing detection training for enforcement officials as well as collaborating in developing: best practices to fight digital piracy, a code of ethics for online transactions, and an IP informational resource database.

The Intellectual Property Action Strategy identifies three key areas of cooperative effort to improve IP protection and enforcement: Detect and Deter Trade in Pirated and Counterfeit Goods, Public Awareness and Outreach to Our Business Communities, and Measuring Piracy and Counterfeiting. Listed below are specific proposals aimed at achieving the Action Strategy's objectives.

Detect and Deter Trade in Pirated and Counterfeit Goods

- Develop best practices for enforcement
- Develop a network of enforcement professionals
- Cooperation to enhance IPR enforcement in third countries
- Enhanced border enforcement and detection
 - o Exchange customs techniques for IPR detection and risk management
 - o Exchange best practices for training of customs officers
 - o Exchange information regarding suspect shipments

Public Awareness and Outreach to Our Business Communities

- Develop public-private initiative to tackle piracy and counterfeiting
 - o Enhance domestic industry/government cooperation and information-sharing
 - o Build on international business coalitions
 - o Conduct public awareness campaigns
 - o Develop and maintain a global enforcement actions website

Measuring Piracy and Counterfeiting

- Develop relevant information to understand scope and nature of the piracy and counterfeiting problem
- Assess and, as appropriate, implement the data collection recommendations of the OECD study on the economic impact of counterfeiting and piracy